

**ROCKY MOUNTAIN NATIONAL PARKS
UTILIZATION STUDY: BRITISH COLUMBIA**

Summary Report

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada



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SUMMARY REPORT

**Prepared for:
Industry, Science and Technology Canada
Ministry of Regional Development
Ministry of Tourism and Provincial Secretary**

**Funded by:
Canada - British Columbia Tourist Industry
Development Subsidiary Agreement**

**Prepared by:
Ruston/Tomany & Associates Ltd.**

February, 1989

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The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.



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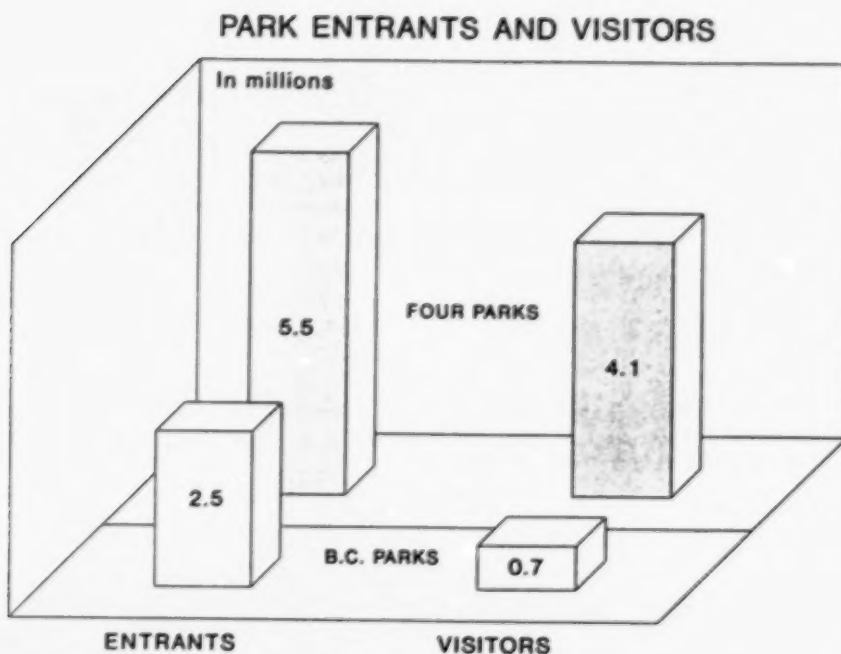
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I. EXECUTIVE SUMMARY

- Over the course of the year, approximately 2.5 million¹ individuals entered the boundaries of Yoho or Kootenay National Parks². Of these, three-quarters of a million men, women and children claim to have spent time, money or done sightseeing while within the borders of these two parks³.



¹The tolerance on this estimate at the 95% level of confidence is $\pm 96,000$.

²The survey period was from June 15, 1987 to June 14, 1988. Please refer to the Methodology (appended) for a description of qualifiers, and for definitions of "entrants" and "visitors". Unless otherwise specified, "entrants" and "visitors" refer to person entrants and person visitors rather than to parties.

³The tolerance on this estimate at the 95% level of confidence is $\pm 289,700$.

- Thus, approximately 2-in-10 visitors to the Rocky Mountain National Parks as a whole include Yoho (10%) or Kootenay National Park (10%) on their parks itinerary.

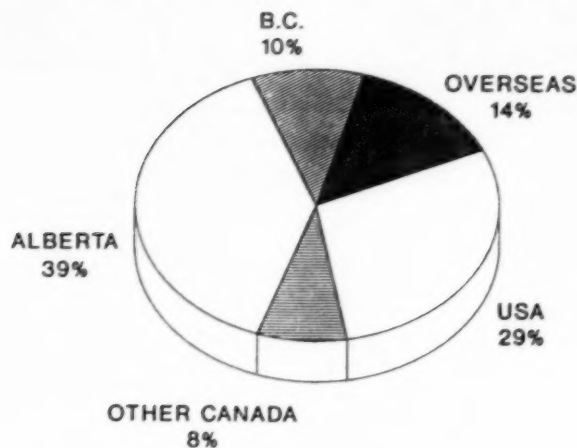
- The British Columbia parks attract few "exclusive" users. Of all visitors to the Rocky Mountain National Parks, 1-in-50 only spend time, money or go sightseeing in Yoho, and 1-in-33 only visit Kootenay.

- In terms of their demographic characteristics, visitor parties to the British Columbia parks do not differ substantively from parks visitors in general, with one possible exception. Yoho and Kootenay appear to attract a higher proportion of individuals who are at least 55 years of age (32%) than do the Rocky Mountain National Parks as a whole (21%).

- In keeping with the Rocky Mountain National Parks in total, the British Columbia parks' patron tends to arrive in adult-only parties.

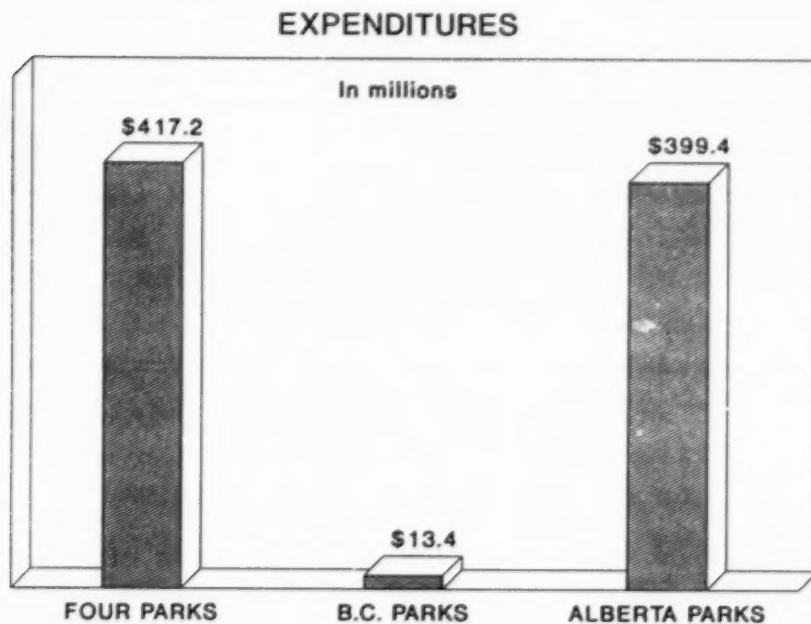
- More than 1-in-2 visitors to Yoho or Kootenay National Park are Canadian residents (58%), with most of these living in the neighbouring province (Alberta -- 39%). Only 1-in-10 of the individuals who spend time, money or sightsee within these parks are residents of British Columbia itself.

ORIGIN OF B.C. PARKS VISITORS



- In fact, almost three times more visitors come to these parks from the United States (29%) than come from the "home" province. Visitation from abroad also slightly surpasses utilization of Yoho and Kootenay National Parks by British Columbians.
- Like those who come to any one of the four parks, visitors to British Columbia parks are most apt to arrive in the park system via private vehicle (88%).

- About one-third of all individuals who visit a British Columbia park claim to have spent no nights within the Rocky Mountain National Parks. Although almost 7-in-10 visitors to Yoho and Kootenay spend at least one night within the four park system, they do not necessarily spend these nights in the British Columbia parks.
- The data suggest that people who spend time, money or sightsee within the borders of Yoho or Kootenay National Park are, in fact, quite unlikely to seek overnight shelter within these parks. Of the 6.1 million person nights spent in the Rocky Mountain National Parks over the year, fewer than 1-in-20 (5%) are spent in a British Columbia park.

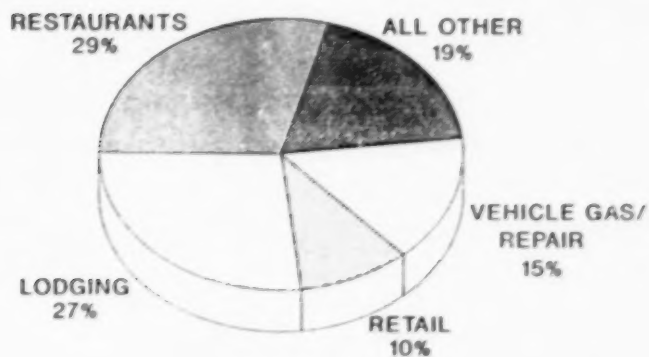


- Between June 1987 and June 1988, about \$13 million¹ were spent by visitors within the borders of the British Columbia parks. This figure represents approximately three percent of the annual revenue generated by the Rocky Mountain National Parks, and an average of \$18 for every man, woman and child who visited Yoho or Kootenay over the year.

¹The tolerance on this estimate at the 95% level of confidence is $\pm$ \$3.2 million.

- Of the \$13 million spent in the British Columbia parks, more than one out of every four dollars is dedicated to lodging costs (excluding camping fees) and a similar proportion is spent on restaurant meals. A further 1-in-7 dollars keep vehicles fueled and in good repair, while 1-in-10 dollars are spent in the acquisition of souvenirs or other retail items.

EXPENDITURE BY CATEGORY



II. INTRODUCTION

All four parks within the Rocky Mountain National Parks were included in the Visitor Use and Profile Study¹ because the British Columbia Ministry of Tourism and Provincial Secretary lent its support to Travel Alberta's research initiatives for Banff and Jasper National Parks. As a result of the British Columbia support, the study generated limited information about Yoho and Kootenay National Parks as an entity (referred to as the "British Columbia parks"), and to an even more limited extent, about each park individually.

The major analysis of findings from the study as a whole is available in three volumes, under separate cover². This report takes the British Columbia parks as its focus. In it, key findings for Yoho and Kootenay National Parks are compared to the findings for the Rocky Mountain National Parks in total (four parks). Where possible, the two British Columbia parks are assessed individually, although base sizes do not permit this form of analysis on all measures. In compliance with the wishes of the British Columbia representative on the study's Steering Committee, results provided in this volume meet the Statistics Canada Class of Statistics requirements for publication³.

¹The National Parks Utilization Study, Stage I; Visitor Use and Profile Study was commissioned to Ruston/Tomany & Associates by Travel Alberta under the terms of the Joint Federal/Provincial Sub-Agreement 0343.

²Volume I -- Executive Summary; Volume II -- Volume, Value and Trip Characteristics; Volume III -- Activities, Sites and Attitudinal Information, issued by Ruston/Tomany & Associates, February, 1989.

³Publishable classes include "A" through "G" -- see appendix for a list of the Coefficients of Variation that correspond to each letter displayed in parentheses on summary tables for key statistics.

Annual And Seasonal Person Entrants And Person Visitors¹ To The Rocky Mountain National Parks

	<u>Annual</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
	\$	\$	\$	\$	\$
Four Parks²					
Entrants	5,513,100 (A)	2,151,500 (C)	596,200 (C)	1,954,900 (E)	810,500 (F)
Visitors	4,084,000 (B)	1,646,100 (E)	391,800 (F)	1,441,500 (C)	604,600 (G)*
Conversion Of Entrants To Visitors	74%	77%	66%	74%	75%
British Columbia Parks					
Entrants	2,490,900 (B)	1,247,000 (D)	320,500 (F)	585,400 (E)	337,900 (F)
Visitors	748,300 (G)*	487,200 (A)	(H)**	(H)**	107,600 (G)*
Conversion Of Entrants To Visitors	30%	39%	N/A	N/A	32%
Alberta Parks					
Entrants	5,443,300 (D)	2,121,700 (F)	581,600 (E)	1,934,900 (E)	805,100 (F)
Visitors	3,898,600 (C)	1,551,800 (E)	355,100 (E)	1,403,100 (D)	588,500 (G)*
Conversion Of Entrants To Visitors	72%	73%	61%	73%	73%

(Source: Detailed Tables, Volume I, page 82-1/3)

¹"Annual" study period: June 15, 1987 to June 14, 1988. See Foreword for definition of seasons. Person Entrants are those who entered a specific park. Person visitors spent time, money or went sightseeing in a specific park.

²All figures are weighted/projected and rounded to the nearest hundred. See Detailed Tables, Volume I for unweighted bases by season and park.

**Qualified number: Use with extreme caution.

***Unpublishable number" by Statistics Canada's standards.

III. THE FINDINGS

1. Annual And Seasonal Entrants And Visitors To Yoho And Kootenay National Parks

Over the course of the year, approximately 2.5 million ($\pm 96,000$)¹ individuals entered the boundaries of Yoho or Kootenay National Parks². Of these, three-quarters of a million ($\pm 289,700$) men, women and children claim to have spent time, money or done sightseeing while within the borders of these two parks.

Thus, about 2-in-10 visitors to the Rocky Mountain National Parks include Yoho (10%) or Kootenay (10%) on their journey through the four parks. About two-thirds of these visitors come to the British Columbia parks during the summer season (0.5 million $\pm 1,000$). Because of the variability of the data, no comment can be offered regarding entrants and visitors in other seasons.

The rate at which potential visitors (i.e., entrants) are converted to actual visitors in the British Columbia parks (30%) is considerably lower than that evident for the Rocky Mountain National Parks as a unit (74%), and for the two Alberta parks (72%).

¹The tolerance on estimates at the 95% level of confidence is provided in this form for key statistics.

²The survey period was from June 15, 1987 to June 14, 1988. Please refer to the Methodology (appended) for a description of qualifiers, and for definitions of "entrants" and "visitors". Unless otherwise specified, "entrants" and "visitors" refer to person entrants and person visitors rather than to parties.

Annual Person Entrants And Visitors To The Rocky Mountain National Parks ¹			
	Person Entrants	Person Visitors	Conversion Of Entrants To Visitors
Actual	(3,231)	(2,351)	
	§	§	
Four Parks	5,513,100 (A)	4,084,000 (B)	74%
British Columbia Parks	2,490,900 (B)	748,300 *(G)	30%
Yoho	1,655,200 (B)	425,600 *(G)	26%
Kootenay	1,130,900 (E)	424,700 *(G)	38%

(Source: Detailed Tables, Volume I, pages 26-6/10)

¹"Annual" study period: June 15, 1987/June 14, 1988. "Person entrants" entered specific park, and "visitors" spent time, money, or went sightseeing in specific park.

²All figures are weighted/projected and rounded to the nearest hundred.

**"Qualified number": Use with extreme caution.

2. Annual Entrants And Visitors To Yoho And Kootenay
National Parks By Park

The facing table provides the distribution of entrants and visitors to Yoho and Kootenay National Parks separately. Although Yoho (1.7 million $\pm$ 77,700) receives slightly more entrants than does Kootenay (1.1 million $\pm$ 497,400), the visitor populations to the two parks would appear to be virtually identical (Yoho -- 0.4 million $\pm$ 159,300; Kootenay -- 0.4 million $\pm$ 200,100).

While estimates for the individual parks must be viewed with caution, there are indications that Kootenay National Park is marginally more successful (38%) than is Yoho National Park (26%) in converting potential visitors (entrants) into actual visitors.

**Park Visitation Patterns Among Person Visitors¹
To The Rocky Mountain National Parks...**

	<u>In</u> <u>Total</u>	<u>In...Season²</u> <u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
Actual	(2,351)	(1,189)	(378)	(390)	(394)
Weighted/Projected, In Thousands	(4,084.0)	(1,646.1)	(391.8)	(1,441.5)	(604.6)
	%	%	%	%	%
 Visited Any British Columbia Park	18	30	22	5	18
Visited Yoho National Park	10	18	10	3	10
Visited Yoho National Park Only	2	3	2	1	*
Visited Kootenay National Park	10	17	15	2	10
Visited Kootenay National Park Only	3	3	7	2	3
 Visited Any Alberta Park	96	94	91	97	97
Visited Banff National Park	78	73	79	81	81
Visited Banff National Park Only	50	30	50	72	54
Visited Jasper National Park	39	55	36	23	35
Visited Jasper National Park Only	17	20	11	16	16
 Visited All Four Parks	2	3	3	*	2

(Source: Detailed Tables, Volume I, pages 28-7/8)

¹Spent time, money or went sightseeing in at least one of the Rocky Mountain National Parks.

*Less than 0.5%

3. Exclusive Visitors

Exclusive utilization of either of the British Columbia parks is quite uncommon among visitors to the four Rocky Mountain National Parks. Although almost 2-in-10 visitors claim to have spent time, money or gone sightseeing in Yoho or Kootenay (18%), considerably fewer describe themselves as exclusive visitors to either of these parks (Yoho -- 2%; Kootenay -- 3%).

As is evident from the figures shown opposite, Banff and, to a lesser extent, Jasper National Park are much more likely to attract "exclusive" visitors than is either British Columbia park.

**Demographic Profile Of
Rocky Mountain National
Parks Party Visitors¹ To...**

	<u>Any Park</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(538)
Weighted/Projected, In Thousands	(1,625.5)	(305.9)
	%	%
<u>Age²</u>		
16-24 Years	10	6
25-34 Years	27	22
35-44 Years	23	17
45-54 Years	18	22
55 Years Or More	21	32
AVERAGE AGE (YEARS)	42	46
<u>Sex²</u>		
Male	59	56
Female	40	43
Not Stated	1	1
<u>Occupation²</u>		
Professional/ Executive/Manager	36	32
Other White Collar	25	27
Skilled/Unskilled	18	13
Retired	8	12
Homemaker	5	7
Other Outside Labour Force	5	5
Refused/Not Stated	3	4
<u>Education^{2,3}</u>		
Some Secondary Or Less	12	14
Completed Secondary	21	21
Some Post-Secondary	33	27
Graduated University Or More	32	37
Don't Know/Not Stated	2	2

(Source: Detailed Tables, Volume I, pages 74-1,
77-1/2, 83-2/3)

¹Spent time, money, or went sightseeing in specific park.
Yoho and Kootenay National Parks are not shown separately
because of the high variability of party visit measures to
individual British Columbia parks.

²Projected from characteristic of survey respondent.

³Excludes winter, charter and non-English versions of the
questionnaire -- question not asked.

4. Profile Of Visitor Parties

The British Columbia parks visitor party¹ does not differ substantively from the Rocky Mountain National Parks visitor party. Like all parties, those that spend time, money or sightsee in Yoho and/or Kootenay National Parks tend to be spoken for by individuals in their middle age or older years to a greater extent than they are by young people.

In fact, it would seem that the British Columbia parks are even more likely to attract older visitors (55 years or more) than is the case for the parks as a whole. In the entire system, about one-fifth of visitor parties are represented by an individual who is at least 55 years of age, whereas this proportion increases to about one-third in the British Columbia parks.

Males predominate² among spokespersons of parties visiting the British Columbia parks, as do individuals who work in

¹These data derive from the screening questionnaire administered to a randomly selected member of a travel party who is at least 16 years of age. The party measure rather than the person measure is utilized for the demographic characteristics since the spokesperson supplied information only about him/herself rather than for each member of the travel party. These data can be supplemented by additional information on income, household composition, etc. derived from responses to the attitudinal self-completion questionnaire (See Volume III of the main report -- under separate cover) but these additional measures are based on a smaller sample (those who returned the self-completion questionnaire), and are, therefore, less reliable.

Party information for Yoho and Kootenay National Parks separately is not provided because of the high tolerance limits on the Kootenay party visitor estimate.

²This skew may be a function of the greater probability that a male would be the driver in a private vehicle, and would assume the spokesperson role for the party despite the interviewer's attempt to maintain a random selection among all adult members of the party.

professional, managerial, or other white collar occupations (59%). In keeping with the tendency of British Columbia visitor parties to be at the older end of the age spectrum, it is not surprising to find that about 1-in-8 parties are represented by an individual who is retired from the work force.

Consistent with their relatively high status occupations, visitor parties to the British Columbia parks, like those to all four parks, tend to be represented by well-educated individuals¹.

¹Information on education was not obtained from those individuals who were asked to use a self-completion format questionnaire. These groups included winter roadside parties, and all non-English and charter parties.

Party Composition Of Rocky
Mountain National Parks
Visitor Parties¹ To...

	Any Park	A British Columbia Park
Actual	(2,351)	(538)
Weighted/Projected, In Thousands	(1,625.5)	(305.9)
	\$	\$
<u>Party Composition</u>		
Adult Only	79	81
With Any Under 16 Years	21	19
<u>Average Number Of...In Party</u>		
	\$	\$
Adults (16+)	2.1	2.1
Teens/Children (<16)	0.4	0.3
Visitors (Any Age)	2.5	2.4

(Source: Detailed Tables, Volume I, pages 4-2,
6-2, 8-2, 83-3)

¹Spent time, money, or went sightseeing in specific park.
Yoho and Kootenay National Parks are not shown separately
because of the high variability of party visit measures to
individual British Columbia parks.

5. Party Size And Composition

Of the 0.3 million ($\pm$ 139,600) visitor parties that spent time, money or went sightseeing within the boundaries of the British Columbia parks, about 8-in-10 were composed of adults only. The remaining 2-in-10 parties were composed of both adults and teens/children. On average, each visitor party within Yoho or Kootenay National Park contains between two and three individuals (2.4).

Party composition and size for the British Columbia parks' party are essentially identical to those evident for all visitors to the Rocky Mountain National Parks.

Place Of Residence Of Rocky Mountain
National Parks Person Visitors¹ To...

	Any Park	A British Columbia Park	Yoho	Kootenay
Actual	(2,351)	(538)	(343)	(273)
Weighted/Projected, In Thousands	(4,084.0)	(748.3)	(425.6)	(424.7)
	‡	‡	‡	‡
Any Canada	80	58	51	57
British Columbia	10	10	8	12
Alberta	59	39	31	42
Saskatchewan	5	4	6	1
Manitoba	3	2	3	*
Ontario	3	2	3	1
Quebec	1	*	*	1
Atlantic Provinces	*	*	*	-
Any U.S.A.	14	29	35	29
Any Overseas	6	14	15	14
Japan	1	1	1	*
West Germany	1	6	4	10
United Kingdom	1	2	3	1

(Source: Detailed Tables, Volume I, pages 12-1/2)

¹Spent time, money, or went sightseeing in specific park.

*Less than 0.5%.

6. Place Of Residence

More than 1-in-2 visitors to Yoho or Kootenay National Park are Canadian residents (58%), with most of these living in the neighbouring province (Alberta -- 39%). Only 1-in-10 of the individuals who spend time, money or sightsee within these parks are residents of British Columbia itself. In fact, almost three times more visitors come to these parks from the United States (29%) than come from the "home" province. Visitation from abroad also slightly surpasses utilization of Yoho and Kootenay National Parks by British Columbians.

When place of origin for the British Columbia parks is contrasted with the four Rocky Mountain National Parks, it is clear that the foreign market constitutes a more significant "presence" in the British Columbia parks. While 2-in-10 visitors to the four parks live outside Canada, more than 4-in-10 patrons of the British Columbia parks do so. This finding likely derives from several factors:

- the relatively low level of visitation supported by Yoho and Kootenay in the winter season -- a season which is overwhelmingly dominated by Canadian visitors in Banff and Jasper National Parks (See main report, Volume II, Section 17.b).
- the fact that charter tours include sights within Yoho and/or Kootenay on their standard itineraries, and this mode of entry to the parks tends to attract a disproportionate number of foreign residents.
- Banff attracts an extremely high level of visitation from Calgary.

Although the figures must be viewed with caution, it would appear that Kootenay National Park is more popular among Albertans (42%) than is Yoho (31%), but the two parks closely resemble one another across other origin groups.

Mode Of Entry To The Rocky Mountain National Parks Among Person Visitors ¹ To...				
	Any Park	A British Columbia Park	Yoho	Kootenay
Actual	(2,351)	(538)	(343)	(273)
Weighted/Projected, In Thousands	(4,084.0)	(748.3)	(425.6)	(424.7)
	‡	‡	‡	‡
Any Private Vehicle	93	88	83	92
Recreation Vehicle/ Motorhome	3	10	10	12
Scheduled Bus	2	1	1	*
Scheduled Train	1	1	1	1
Overnight Charter Motorcoach	5	11	15	7

(Source: Detailed Tables, Volume I, pages 72-1/2)

¹Spent time, money or went sightseeing in specific park.

*Less than 0.5%.

7. Mode Of Entry To The Rocky Mountain National Parks

The facing table provides information about how individuals who visited the British Columbia parks arrived in the Rocky Mountain National Parks as a whole¹. Like those who come to any one of the four parks, visitors to British Columbia parks are most apt to arrive in the park system via private vehicle. There are, however, directional indications to suggest that this vehicle is more likely to be a motorhome for the British Columbia visitor (10%) than is the case for the parks as a whole (3%).

The only other relatively popular mode of entry to the Rocky Mountain National Parks among British Columbia parks' visitors is an overnight charter motorcoach. Just over 1-in-10 visitors to these westerly parks arrive in a bus tour -- a proportion that is somewhat higher than that evident for the four parks as a whole (5%).

On an individual park basis, the Yoho visitor is more likely to have entered the four park system as part of an overnight bus tour (15%), and is correspondingly less likely to have been in a private vehicle (83%) than is his or her Kootenay counterpart (7% charter; 92% private vehicle).

¹It should be noted that mode of entry is established on the basis of the manner in which individuals enter the Rocky Mountain National Parks system. The mode of entry to individual parks once a visitor is inside the park system is not measured by this study. Hence, a charter visitor could rent an automobile at his/her first stop within the park system, and could then travel to other parks by automobile. The individual in this example would consistently be considered a "charter visitor", rather than a "private vehicle visitor".

Furthermore, the figures ought not to be construed as park-specific. For example, the fact that 15% of Yoho visitors entered the park system via chartered motorcoach does not mean that 15% of all Yoho National Park visitors came to Yoho via this mode.

Whether Rocky Mountain National Park Was
Main Destination Of Trip And Entire Trip
Purpose Among Person Visitors¹ To...

	Any Park	A British Columbia Park	Yoho	Kootenay
Actual	(2,351)	(538)	(343)	(273)
Weighted/Projected, In Thousands	(4,084.0)	(748.3)	(425.6)	(424.7)
	‡	‡	‡	‡

Rocky Mountain National Parks Main Destination				
Yes	61	56	55	61
No	39	44	44	39

Actual ²	(2,018)	(384)	(219)	(215)
Weighted/Projected, In Thousands	(3,894.2)	(666.9)	(361.9)	(393.7)
	‡	‡	‡	‡

Main Purpose Of Entire Trip				
Business (Any)	8	4	7	1
Pleasure	76	86	81	92
Vacation	59	78	74	87
Recreational Day Use	16	6	7	4
Visit Vacation Home	1	1	1	2
Personal (Any)	17	11	13	7

(Source: Detailed Tables, Volume I, pages 20-1, 23-1/2)

¹Spent time, money or went sightseeing in specific park.

²Excludes charter visitors -- question not asked.

8. Destination And Main Purpose Of Entire Trip

More than one-half of British Columbia parks' visitors claim that the trip which included a visit to Yoho or Kootenay National Park had the Rocky Mountain National Parks as its main destination (56%). The remainder of these visitors had some other main destination (44%). These figures are not significantly different than those evident among visitors to the four parks in total.

The vast majority of non-charter visitors¹ to Yoho and Kootenay National Parks indicate that they are on a "pleasure" trip (86%), with most declaring the main purpose of their entire trip to be a vacation. Recreational day use of the Rocky Mountain National Parks does not figure as highly as a motivation for the entire trip among those who visited a British Columbia park (6%) as it does among parks visitors in total (16%). This finding likely reflects the fact that the total parks visitor population is more apt than is the British Columbia visitor subset to include Albertans, and especially Calgarians. These individuals, in turn, are particularly likely to make one day journeys to Banff National Park (See main report, Volume II).

When declaring the main purpose of their entire trip, visitors to Yoho and Kootenay National Parks differ somewhat. The Yoho visitor's trip is more apt to be characterized as "business" or "personal" than is the Kootenay patron's trip. On the other hand, the Kootenay visitor is particularly likely to be taking a vacation.

¹This question was not asked of charter visitors.

Stated Impact Of Olympics On Decision To Visit Rocky Mountain National Parks Among Visitors¹ To...

	Any Park	A British Columbia Park	Yoho	Kootenay
Actual	(2,351)	(538)	(343)	(273)
Weighted/Projected, In Thousands	(4,084.0)	(748.3)	(425.6)	(424.7)
	‡	‡	‡	‡
The Olympics Had Nothing To Do With My Decision To Visit The Parks	94	96	95	97
I Visited The Parks Because I Was In The Area To Help Stage, Cover Or Participate In Olympic Events	*	*	*	-
I Visited The Parks Because I Was In The Area To Watch The Olympics²	1	-	-	-
Things I Saw Or Heard About In Connection With The Olympics Made Me Want To Visit The Parks	3	1	2	1
I Had To Reschedule My Plans To Visit The Parks Because Of The Olympics	1	1	2	-
Not Stated	2	1	1	2

(Source: Detailed Tables, Volume I, page 69-1)

¹Spent time, money or went sightseeing in specific park.

²This statement was included during the winter season only.

*Less than 0.5%.

9. **Impact Of The 1988 Olympics On Decision To Visit The
Rocky Mountain National Parks**

All individuals who spent time, money or went sightseeing within the parks were asked to indicate which of the statements shown on the facing page best describes what impact the 1988 Olympic Winter Games in Calgary, Alberta had on their decision to visit the Rocky Mountain National Parks.

Like parks visitors in general, those who visited Yoho or Kootenay National Park submit that the Olympics "had nothing to do" with their decision to visit the Rocky Mountain National Parks (96%).

Usage Of Information Centres, Naturalist Services, Interpretive Events Or Hot Spring Pools Among Rocky Mountain National Parks Person Visitors¹ To...

	Any Park	A British Columbia Park	Yoho	Kootenay
Actual	(1,987)	(380)	(217)	(213)
Weighted/Projected, In Thousands	(3,875.2)	(661.5)	(361.4)	(388.8)
	\$	\$	\$	\$
Used Any Services	44	73	64	83
<u>Used Services In...</u>				
Banff	32	36	43	38
Jasper	14	24	29	25
Yoho	4	25	47	14
Kootenay	7	41	19	70
Did Not Use Any Services	56	28	36	17

(Source: Detailed Tables, Volume I, page 31-1)

¹Spent time, money or went sightseeing in specific park, excluding charter and non-English respondents -- questions not included on questionnaire.

10. Use Of Parks Services

When asked to indicate whether they had used information centres, naturalist services, interpretive events, or hot springs pools while in the Rocky Mountain National Parks (any park), about 3-in-4 of those who visited Yoho or Kootenay National Park respond in the affirmative¹. More of these individuals claim to have used a park service in Kootenay (41%) than in Yoho (25%). The comparatively high level of usage in Kootenay undoubtedly reflects the appeal of Radium Hot Springs as a visitor attraction.

Since visitors to Yoho and Kootenay tend not be "exclusive" British Columbia parks users, it is not surprising that significant minorities indicate that they take advantage of parks services in Banff (36%) and Jasper National Parks (24%).

Approximately 1-in-2 Yoho visitors take advantage of a park service within this park's boundaries (47%). At the same time, more than 2-in-3 Kootenay visitors claim to utilize such services within Kootenay (70%) -- a finding most likely explained by the appeal of the hot springs in this park.

¹Excludes charter and non-English speaking visitors.

Length Of Visit To The Rocky
Mountain National Parks Among
Person Visitors¹ To...

	<u>Any Park</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(538)
Weighted/Projected, In Thousands	(4,084.0)	(748.3)
	§	§

<u>No Nights Spent In Parks</u>	44	32
No Nights Spent Away From Home On Entire Trip	20	3
Nights Spent Away From Home But No Nights Spent In Parks	24	29
<u>Any Nights Spent In Parks</u>	56	68
<u>Average Number Of Nights Per Person Visitor...</u>	§	§
In Total	1.4	2.4

(Source: Detailed Tables, Volume I, pages 37-1/2)

¹Spent time, money or went sightseeing in specific park.

11. Length Of Visit

About one-third of all individuals who visit a British Columbia park claim to have spent no nights within the Rocky Mountain National Parks. Although almost 7-in-10 visitors to Yoho and Kootenay spend at least one night within the four park system, they do not necessarily spend these nights in the British Columbia parks. In fact, the data would suggest that people who spend time, money or sightsee within the borders of Yoho or Kootenay National Park are quite unlikely to seek overnight shelter within these parks. Of the 6.1 million person nights spent in the Rocky Mountain National Parks over the year, fewer than 1-in-20 (5%) are spent in a British Columbia park¹.

Although they must be interpreted with caution, the data would appear to suggest that people who visit a British Columbia park may be likely to spend more nights in the parks system as a whole (2.4 nights, on average) than is the case for the Rocky Mountain National Parks visitor in general (1.4 nights, on average). The more extended "average" stay by British Columbia park visitors may reflect the relative infrequency of same-day visitors to the four parks in Yoho and Kootenay.

Because the number of visitors who actually spent nights within British Columbia parks is too small to yield meaningful analysis, it is not possible to discuss accommodation utilization within these parks.

¹The estimates for person nights spent in the British Columbia parks combined, or in Yoho and Kootenay separately do not meet the Statistics Canada requirements for publication. Figures for overnight visitors and person nights spent are available in the Detailed Tabulations (Volume I). Coefficients of variation and tolerances are also available for these statistics.

Annual¹ Expenditure Within The
Rocky Mountain National Parks
By Park²

Actual	(\$842,538)
	\$
Four Parks ³	\$417,227,400 (E)
British Columbia Parks	\$ 13,400,000 (F)
Alberta Parks	\$399,441,500 (F)

(Source: Detailed Tables, Volume I, pages 47-1, 48-1, 49-1, 50-1, 51-1)

¹"Annual" study period: June 15, 1987/June 14, 1988.

²Includes all prepaid and direct expenditures made within the Rocky Mountain National Parks boundaries, and allocated to specific parks according to established rules (See Technical Appendix, Section A).

³All figures are weighted/projected and rounded to the nearest hundred. Sum of individual parks' expenditures is less than four parks total due to rounding in the calculations.

12. Annual Expenditure

Between June 1987 and June 1988, about \$13 million ($\pm$ \$3.2 million) were spent by visitors within the borders of the British Columbia parks. This figure represents approximately three percent of the total annual revenue generated by the Rocky Mountain National Parks, and an average of \$18 for every man, woman and child who visited Yoho or Kootenay over the year.

At the same time, the two British Columbia parks host just under 1-in-5 visitors to the entire park system. The discrepancy between visitor utilization (18%) and revenue generation (3%) is likely a function of the few person nights spent within the British Columbia parks. Since accommodation constitutes a significant expenditure for all parks visitors, its absence can be expected to have a dramatic impact on revenue¹.

¹The rules utilized to allocate expenditures to individual parks could also have a bearing on the final revenue estimate for the British Columbia parks. If a British Columbia park visitor spent nights in an Alberta park, and spent no nights in a British Columbia park, all reported revenues were distributed to the Alberta parks (on a per night, per park basis). See Technical Appendix, Section A for details of expenditure procedures.

	Incidence Of Expenditure Among Visitor ¹ Parties To...	
	<u>Any Park</u>	<u>A British Columbia Park</u>
Actual	(2,351)	(538)
Weighted/Projected,	(1,625.5)	(305.9)
In Thousands	\$	\$
Lodging	40	14
Restaurants	74	26
Retail	46	14
Recreation/Pleasure	40	18
Vehicle Gas/Oil/Repair	47	24
Groceries	38	15
Camping Fees	11	11
Park Entrance/ Licence Fees	56	22
Conference/Convention Fees	3	2
Auto Rental Within Parks	3	1
Transportation Within Parks	5	2

(Source: Detailed Tables, Volume I, pages 52-1/5;
61-1/2)

¹Spent time, money or went sightseeing in at least
one of the Rocky Mountain National Park.

*Less than 0.5%.

13. Incidence Of Expenditure In Specific Categories

Visitors were asked to supply expenditure information for their stay in the Rocky Mountain National Parks on a category by category basis. The facing table depicts the proportion of visitor parties to any park, and the two British Columbia parks that spent money on specific items while within the respective geographical boundaries.

Parties which spent time, money or went sightseeing in the British Columbia parks are particularly likely to have incurred expenses during their stay within Yoho and Kootenay National Parks for restaurant meals (26%), vehicle servicing (24%), park entrance fees (22%), recreation or entertainment (18%), lodging (14%) and groceries (15%).

When compared to park visitors in total, those who visited a British Columbia park are less likely to have spent money in these parks on virtually every expense category except camping fees (11%).

	Proportion Of Expenditures In Specific Categories In...	
	<u>Any Park</u>	<u>A British Columbia Park</u>
Weighted/Projected, In Thousands ¹	(\$417,227.4)	(\$13,400)
	‡	‡
Lodging	30	27
Restaurants	30	29
Retail	14	10
Recreation/Pleasure	10	6
Vehicle Gas/Oil/Repair	7	15
Groceries	4	6
Park Entrance/ Licence Fees	2	4
Camping Fees	1	4
Conference/Convention Fees	1	*
Auto Rental Within Parks	1	*
Transportation Within Parks	*	1

(Source: Detailed Tables, Volume I, pages 47-5/6,
51-1/2)

¹See Detailed Tables for actual bases.

*Less than 0.5%.

14. Distribution Of Expenditures By Category

Of the \$13 million spent in the British Columbia parks, more than one-half is dedicated to lodging costs (27% -- excluding camping fees) and restaurant meals (29%). A further 1-in-7 dollars keep vehicles fueled and in good repair (15%), while 1-in-10 dollars are spent in the acquisition of souvenirs or other retail items.

Approximately fifty cents out of every ten dollars spent within Yoho and Kootenay National Parks are paid for each of the following items:

- recreation/pleasure;
- groceries bought at stores within the parks;
- park entrance and licence fees; and
- camping fees.

IV. LONG TERM MARKETING AND STRATEGIC ISSUES

INTRODUCTION

The Visitor Use and Profile Study provides a large and complex data base for the use of park planners and those interested in marketing tourism within the Rocky Mountain National Parks. As such, these data are subject to numerous interpretations.

Based on an analysis of the study findings, hypotheses or suggestions for future planning in the Rocky Mountain National Parks emerge. Some of these, based on the writer's interpretation of the findings, are provided in this section.

These comments derive from data pertaining to the four Rocky Mountain National parks and appear in the Executive Summary of the four parks report (Volume I).

The Younger And The Older Visitor

Targeting the Rocky Mountain National Parks to travel units without children would seem to be both an obvious market, and one that reflects the reality of the current visitor population. The data clearly suggest that most visitors bring no young children with them on their trip to the parks.

Instead, the park clientele is divided into younger active couples or singles and older, more sedentary couples or singles. Given the present visitor party composition, however, meeting the needs of young singles and couples and of older singles and couples simultaneously may prove to be difficult. These groups may, in fact, require quite different services and facilities.

Certainly as the population ages, the needs of the two groups will become even more disparate. One group may demand more fully developed hiking trails and nightlife while the other needs a more extensive shuttle bus service and ramps for wheel-chairs at scenic viewpoints.

Park planners might have to consider a two-pronged approach, developing sufficient accessible sites and facilities that would make the visit to the parks fulfilling to an aging tourist, while maintaining or enhancing services to an increasingly fit, active younger market.

Autumn Potential

Seasonal data suggest that the early fall could be more intensely utilized by directing marketing efforts at those individuals who are not constrained by traditional "summer holidays".

If "empty nesters" could be convinced that September is less congested in the parks, but still delivers good weather, they might make a significant contribution to increased shoulder season use of the parks.

Separate Personalities

Throughout the data there are suggestions that Jasper, Yoho and Kootenay visitors are more vigorous and outdoors-oriented than is the Banff visitor. Would it be valuable to the Rocky Mountain National Parks as a whole to develop more differentiated "personalities" for the individual parks?

Take, for example, the relatively high utilization of gondola lifts among Banff visitors. Riding a gondola is a means of observing scenic panoramas without having to climb a mountain. Could Banff further develop this "effort-free" approach to its natural splendour while Jasper and the British Columbia parks take a more "rugged" or "strenuous" approach?

The Japanese

The high proportion of repeat visitors to the Rocky Mountain National Parks attests to the parks' appeal. But the parks need new visitors as well. Marketing efforts directed toward foreign tourists, and especially Americans and Japanese seem warranted.

Although the Japanese tourist spends a disproportionate amount of money on retail items in the parks, he or she is not as enticed by recreational or entertainment spending opportunities. Are there sufficient recreational packages within the parks that cater to the needs of this group?

This study provides no suggestions about the type of recreational programming that might appeal to the Japanese visitor. Such information could be obtained through discussions with tour operators, and through qualitative research among the target market.

How interested would Japanese park visitors be in services such as ski lessons or canoe excursions with Japanese speaking instructors? These types of activities are mentioned because the Japanese tourist tends to be younger than the average visitor and visits the Rocky Mountain National Parks in both the

summer and winter. Obviously, other activities and services that would cater to the language and cultural requirements of this group could also be explored.

The Americans

Americans, unlike Japanese visitors, simply do not seem to come to the Rocky Mountain National Parks during the winter. Given the size and proximity of the tourism market in the United States, it would seem that a stronger "come in the winter" message could be conveyed to Americans.

The survey findings suggest that many winter visitors are not skiers. Hence, the "winter message" need not focus solely on ski facilities, although describing the challenge of the Canadian Rockies slopes might prove beneficial in attracting western American skiers who currently ski in California, Colorado or Washington.

"Winter benefit" messages supplied by visitors themselves include the "relaxing and calm atmosphere"; a place "to get away from it all". Particularly as they age and find crowded space more difficult to manage, tourists south of the border might respond to the "unhurried, uncrowded" beauty of snowy mountains (and snow-free sidewalks!).

The Canadians

At the same time, one is left asking why so few Ontarians and Quebecers come to the parks. These two provinces represent such large, and almost untapped markets that it would seem reasonable to explore why they are not visiting the Rocky

Mountain National Parks. Perhaps the national frictions over regionalism and language could be bridged with messages and service that convey the "Canadian" of the Canadian Rockies to attract Ontarians and Quebecers.

APPENDICES

- Methodology
- Map of Rocky Mountain National Parks
- Statistics Canada's Classes of Statistics

METHODOLOGY

BACKGROUND AND PURPOSE

Ruston/Tomany & Associates was commissioned to conduct Stage I of the National Parks Utilization Study¹. The first stage of this two stage project was designed to provide a data base on visitors to the Rocky Mountain National Parks. The data base will be used in preparing a marketing and development plan for the future of the parks (Stage II).

The original Terms of Reference encompassed only the two Alberta Parks -- Banff National Park and Jasper National Park. In order to provide information on the Rocky Mountain National Parks as a whole (Banff, Jasper, Yoho, and Kootenay National Parks), cooperation and funding from the British Columbia Ministry of Tourism and Provincial Secretary were obtained. The study parameters were then extended to capture limited information on visitors to Yoho and Kootenay National Parks.

To facilitate the study design, implementation and analysis phases, a Steering Committee was created by Travel Alberta. This body, under the leadership of Travel Alberta research personnel, undertook a consulting and decision-making role

¹The study was commissioned by Travel Alberta under the terms of the Joint Federal/Provincial Sub-Agreement No.0343.

throughout the two years required to complete the study.
Organizations represented on the Steering Committee included:

- *Travel Alberta
- *British Columbia Ministry of Tourism and Provincial
Secretary
Tourism Development, Department of Regional Industrial
Expansion
- *Canadian Parks Service
- *Statistics Canada
Banff - Lake Louise Chamber of Commerce
Jasper Chamber of Commerce
- *Ruston/Tomany & Associates

A Technical Committee (*) was struck from the full Steering Committee to deal with complex methodological issues as they arose throughout the course of the study. Decisions regarding sampling, weighting and estimation procedures were discussed and approved by the Technical Committee prior to implementation by Ruston/Tomany & Associates. In view of the number of such decisions that occur in a study of the scope and complexity of the Visitor Use and Profile Survey, the Technical Committee proved invaluable in meeting the high quality objectives of the study.

The specific objectives of the Visitor Use and Profile Survey included the following:

- Measure the volume and value of visitors to the Rocky Mountain National Parks system in total and to Banff and Jasper National Parks separately;

- Obtain detailed market information on trip and traveller characteristics;
- Determine current use of facilities, services, attractions, activities and events in the parks, including interpretive and educational programs and facilities; and
- Identify motivations for visiting the parks, and attitudes and perceptions regarding park experiences.

Although Travel Alberta had conducted surveys with exiting visitors in the past, the Visitor Use and Profile Survey was the first study initiated by the province to require four season fieldwork. This requirement was included in the Terms of Reference because of the importance of winter recreational activity, and particularly downhill skiing, in the Rocky Mountain National Parks. The physical encumbrances involved in winter data collection from vehicular visitors made the development of a "workable" methodology for the winter season a challenging exercise for the research supplier and the Steering Committee. This document and the Technical Appendix detail the approach ultimately adopted by the study to capture information from winter visitors to the Rocky Mountain National Parks system.

OVERVIEW OF METHODOLOGY

The following pages provide an overview of the Visitor Use and Profile Survey methodology. For a full description of the methodology, the reader is directed to the Technical Appendix (under separate cover).

- **Overview**

The National Parks Utilization Study, Stage I; Visitor Use And Profile Survey was a cordon-type exit survey in which randomly selected representatives of travel parties leaving the four Rocky Mountain National Parks via highway, scheduled bus, scheduled train and overnight chartered motorcoach were interviewed. Interviewing was conducted throughout the four seasons, commencing on June 15, 1987 and ending on June 14, 1988.

- **Sampling And Weighting**

A multi-stage stratified probability sample, stratified by mode of exit, exit port, weekday/weekend and season was designed by Ruston/Tomany & Associates and John Smart, President of Applied Marketing Statistics. The sample of stints (time periods or events) used in the study was selected using a random selection computer program. Adjustments to the final sampling plan for each season were made by Travel Alberta personnel and reflected concerns about under-representation of subjectively important locations/times.

Survey completions were computer-weighted to reflect the inverse of the probabilities of selection on a stint, vehicle or party and individual level. These weights were used to expand the sample, on a season-by-season basis, to reflect all non-resident parks entrants, visitors and visitor expenditures during the survey period. Details of the sample design and weighting system are included in Section A, Chapters B and D of the Technical Appendix.

- **Data Collection**

The survey design involved interviewing adults (16 years or more) as they left the national parks by road, scheduled bus/train or chartered motorcoach. Mechanics of the data collection phase of the study are detailed in Section B of the Technical Appendix.

In order to qualify to complete an interview, respondents had to live outside the parks, could not be in the park on a sales call or delivery, as a member of a work crew or employee, or commuting to or from work or school. Additionally, the selected respondent had to be leaving the parks system for the last time on the "entire trip". Adults from all origins were eligible for inclusion in the study.

- **Roadside, Scheduled Bus, Scheduled Train Interviews**

An interview was administered to qualified respondents by Ruston/Tomany & Associates' trained interviewers. The "on-site" questionnaires were prepared in a self-completion format for roadside traffic during the winter season due to the extremely cold weather conditions.

Qualified respondents were asked a series of questions designed to ascertain whether they further qualified as a "parks visitor" or were, by the following definitions¹, considered to be a "pass-through" parks entrant:

¹For a full set of study definitions, see pages xi to xiii.

- **Parks Visitor**

An individual who had entered at least one of the four Rocky Mountain National Parks and had spent any time, and/or spent any money and/or done any sightseeing within the four parks' boundaries.

- **Pass-through**

An individual who had entered at least one of the four Rocky Mountain National Parks but did not spend any time, money, or do any sightseeing in any park.

In order to define a respondent as a visitor or a pass-through, questions were administered to ascertain which national parks had been entered, and which activities or services within the parks had been utilized ("Screening Questionnaire").

Parks visitors were asked to complete a questionnaire detailing characteristics of their trip (including the number of nights away from home, number spent in the national parks, type of accommodation used within the parks and number of nights spent in each, prepaid and direct expenditures for the travel party).

Limited demographic information was obtained from both visitors and pass-throughs. Each respondent was given a self-completion questionnaire in the appropriate language to be filled out and mailed back after leaving the park. The "mail-back" questionnaire included questions about sites visited and activities participated in while the visitor was in Banff and/or Jasper National Park, ratings of these two parks on a

variety of characteristics, and additional behavioural and demographic information about the household.

- Chartered Motorcoach Interviews

Chartered motorcoach information was collected via a self-completion questionnaire. These questionnaires were similar in content to the administered "on-site" questionnaire used for other modes. The modified "on-site" and standard "mailback" questionnaires were distributed to randomly selected passengers boarding a qualified motorcoach (an overnight charter coach departing the parks). All boarding passengers were considered to be parks visitors.

- Non-English Interviews

French, German and Japanese translations of the survey materials were available in a self-completion format. If a selected individual was not comfortable completing the interview in English, the appropriate non-English materials were provided.

All questionnaires were pre-tested prior to their use in the field. Copies of the field materials used in the study are included under separate cover in Section B of the Technical Appendix¹.

¹Copies of English versions of the roadside summer and winter questionnaires are appended to this document for reference purposes. See Section B, Volumes 1 and 2 of the Technical Appendix for complete set of questionnaires.

● Traffic Counts

In addition to the interviewing periods, traffic counts were taken at each roadside stint. These counts were supplemented by passenger counts for bus, train and motorcoach stints. Together, these counts formed the nucleus of entrant traffic used in projecting the survey sample to the universe of parks entrants, pass-throughs and visitors. Details of the sampling and weighting procedures used are described in Section A, Chapters B and D of the Technical Appendix.

Safety considerations precluded traffic diversion and interviewing after dark on roadways throughout the parks system. In order to arrive at estimates of total parks visitation within each season and on an annual basis, night traffic counts of total private vehicles, transport trucks and buses were undertaken. These counts were incorporated into the total weighting and projection plan such that the final estimates reflect a full 24 hour day. The underlying assumption of this portion of the weighting is that private vehicle traffic exiting the parks during darkness shares the same characteristics as that surveyed during daylight hours.

● Stint Replacement

Stint cancellation caused by factors other than weather and/or weather-related road conditions required replacement according to pre-established rules. Stints cancelled as a result of inclement weather or unsafe road conditions were "replaced" synthetically, using a multiple regression analysis (MID Analysis). Where possible, actual traffic counts were

obtained for the weather-missed stints and were incorporated into the final estimating procedures.

- Special Winter Procedures

As mentioned previously, for most of the winter season (December 11, 1987/April 14, 1988), initial screening at the roadside was administered by an interviewer using an expanded Screening Questionnaire, but a sizeable portion of the "on-site" questionnaire was provided in a self-completion format. This approach was required because of the winter weather conditions in the parks.

In addition, special strata were designed to capture "dusk" skiers exiting the parks at the Banff East (Highway 1) and Jasper East gates. Without this procedure, the research would likely have systematically under-represented the exiting skier population because a sizeable portion of it is thought to exit the parks during time periods in which it is too dark to interview safely.

The procedure developed involved interviewing at randomly selected ski hill parking lots between 3:00 p.m. and 5:00 p.m. Only those skiers leaving the parks during pre-defined "dusk hours" and through specific exit points were deemed eligible for inclusion in the ski hill sample.

- Completed Interviews

A total of 3551 interviews were completed over the year. Ten "outlier" interviews were removed from the data file and imputed stints (for stints cancelled because of weather conditions) were added to the data file at the tabulation stage. The

**RECORD OF MONITORED STINTS
AND VALIDATED COMPLETIONS**

<u>STINTS</u>	<u>#</u>	<u>%</u>
Total Stints Conducted ¹	394	100
Total Stints Monitored:	97	25
By Ruston/Tomany Head Office Staff	28	7
By Ruston/Tomany On-Site Study Coordinator	69	18
<u>COMPLETIONS</u>		
	<u>#</u>	<u>%</u>
Total Completions ²	3228	100
Total Validations Attempted:	361	11
Successful	307	10
Unsuccessful (Not Home, Busy, Moved Away, Refusals, Etc.)	54	2

All interviewing was monitored by on-site Ruston/Tomany trained supervisory personnel. Telephone validations of interviews were conducted within one month of the interview date.

¹Including observation stints.

²Includes outlier interviews. Charter motorcoach interviews were excluded from the validation process because of the high proportion of non-English speaking respondents and the difficulty in re-contacting overseas visitors.

final distribution of usable interviews on which the tabulations are based, by season and mode, is shown in the following table:

<u>BY SEASON</u> ¹					
	<u>TOTAL</u>	<u>SUMMER</u>	<u>FALL</u>	<u>WINTER</u>	<u>SPRING</u>
ENTRANTS	3663	1504	523	1087	549
VISITORS	2783	1189	378	822 ²	394
PASS-THROUGH	880	315	145	265	155

<u>BY MODE</u>				
	<u>ROAD</u> ³	<u>BUS</u>	<u>TRAIN</u>	<u>CHARTER</u>
ENTRANTS	3002	131	197	333
VISITORS	2132	126	192	333
PASS-THROUGHS	870	5	5	N/A

The attitudinal questionnaire was distributed to 2783 visitors over the year and was returned in a usable form by 1503 (54% response rate).

The facing table details stint monitoring and in-office validations conducted on completed interviews over the full course of the study. The table facing the following page details the contacts made in order to achieve the completed interviews.

¹All figures include imputed stints. Seasons were defined by Travel Alberta as follows:

Summer	June 15 to September 7
Fall	September 8 to October 31
Winter	November 1 to April 14
Spring	April 15 to June 14

²390 Returned winter behavioural mailback.

³Includes ski hill interviews.

DISPOSITION OF CONTACTS

	<u>Total</u>	<u>By Season...</u>			
	<u>Contacts</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Spring</u>
(Actual)	(6,876) %	(2,784) %	(959) %	(2,022) %	(1,111) %
Refused Before Screening	6	5	5	5	9
Disqualified Vehicle Party ¹	15	11	17	19	19
Not Final Exit From Parks System ²	24	28	21	22	21
Qualified, But Refused After Screening	1	1	2	1	1
Total Completions With Qualified Parks Entrants	53	54	55	54	49

¹Includes parks residents, staff, emergency vehicles, taxis, sales calls, deliveries, etc.

²To qualify, the respondent had to be leaving the parks for the last time on the entire trip.

● Coding, Editing, Data Tabulation

Ruston/Tomany & Associates' data processing department edited all questionnaires for internal consistency, and prepared code lists for review and approval by Travel Alberta personnel. Code lists were expanded on a seasonal basis to reflect issues and concerns that emerged as the complexion of parks visitation changed over time. The coding manual utilized in the data handling stage is provided in Section B, Volume 3 of the Technical Appendix.

All data entry was verified. Prior to presentation of final estimates for each season, a review of existing information available to members of the Steering Committee about the number of visitors and their usage patterns within the Rocky Mountain National Park was undertaken. These reviews were conducted in conjunction with the Steering Committee, and any adjustments made to the original data file were approved by the Technical Committee. Expenditure information provided by parks visitors was allocated to categories and to Banff and Jasper National Parks according to pre-established rules. Details of the procedures used to review estimates and to assign expenditures are to be found in Section A, Chapters E and F of the Technical Appendix.

● Survey Definitions

Parks Entrant

Any person who entered the national parks other than those who live or work in the parks, or are in the parks for the purposes of commuting to or from work or school, on a sales or service call, or pick-up or delivery.

Parks Visitor

An entrant who spent any time, money or did any sightseeing while within the four Rocky Mountain National Parks boundaries. Visitors to individual parks are defined to be those individuals who spent any time, money or did any sightseeing within the boundaries of the specific park¹. Thus, the individual who entered Yoho National Park and Banff National Park, but spent time/money or did sightseeing only in Banff National Park is defined as follows:

- Visitor to the Rocky Mountain National Parks;
- Visitor to Banff National Park;
- Pass-through to Yoho National Park.

Parks Pass-Through

An entrant who did not spend any time or money and did not do any sightseeing while within the four Rocky Mountain National Parks' boundaries is a pass-through for the entire parks system. The individual who entered but did not spend any time/money or do any sightseeing in a specific park is defined as a pass-through for that specific park.

Travel Party

For visitors exiting the parks by private vehicle, travel party is defined as those persons travelling with them in the vehicle. For those visitors exiting via bus, train or motorcoach, the travel party includes those people whom the respondent considers to be travelling with him or her in the same travel party. This, however, does not include

¹For overnight charters and all non-English respondents, "entrants" to a specific Park are also defined as "visitors" (see questionnaires for question wording).

all people travelling together on a bus or train. In some cases, travel parties consist of members from more than one household.

Person Visitor/Entrant

A person entrant is one person who entered the Rocky Mountain National Parks system. A person visitor is one person who visited the Rocky Mountain National Parks system. If four people are travelling together, the particulars of this trip are applied to each member of the travel party. This results in a total of four person entrants or visitors, depending on the characteristics of the trip.

Party Visit/Entrant

An entrance to the Rocky Mountain National Parks by all members of the party constitutes one party entrant. Regardless of the number of people in the party, it is considered one party entrance or party visit, depending on the characteristics of the trip.

Person Night

A person night is one night on a trip spent by one person. If two people spend three nights each, this constitutes six person nights.

Party Night

This is one night spent on the trip by the party. If two people from a party spend three nights, this constitutes three party nights.

FINDINGS

Findings of the Visitor Use and Profile Survey are provided in this report and in the following documents:

- **Reports**

Volume I -- Executive Summary

Volume II -- General Summary
Volume, Value And Trip Characteristics

Volume III -- General Summary
Activities, Sites And Attitudinal
Information

- **Detailed Tabulations**

Volume I -- Administered Questionnaire Data
(Sections A, B, C, D)

Volume II -- Self-Completion Questionnaire Data
(Sections A, B, C)

- **Technical Appendix**

Section A: Methodology

Section B: Data Collection, Survey Manual and
Coding Materials (Volumes 1, 2, 3)

Section C: Detailed Stint Information

- **Data Tape**

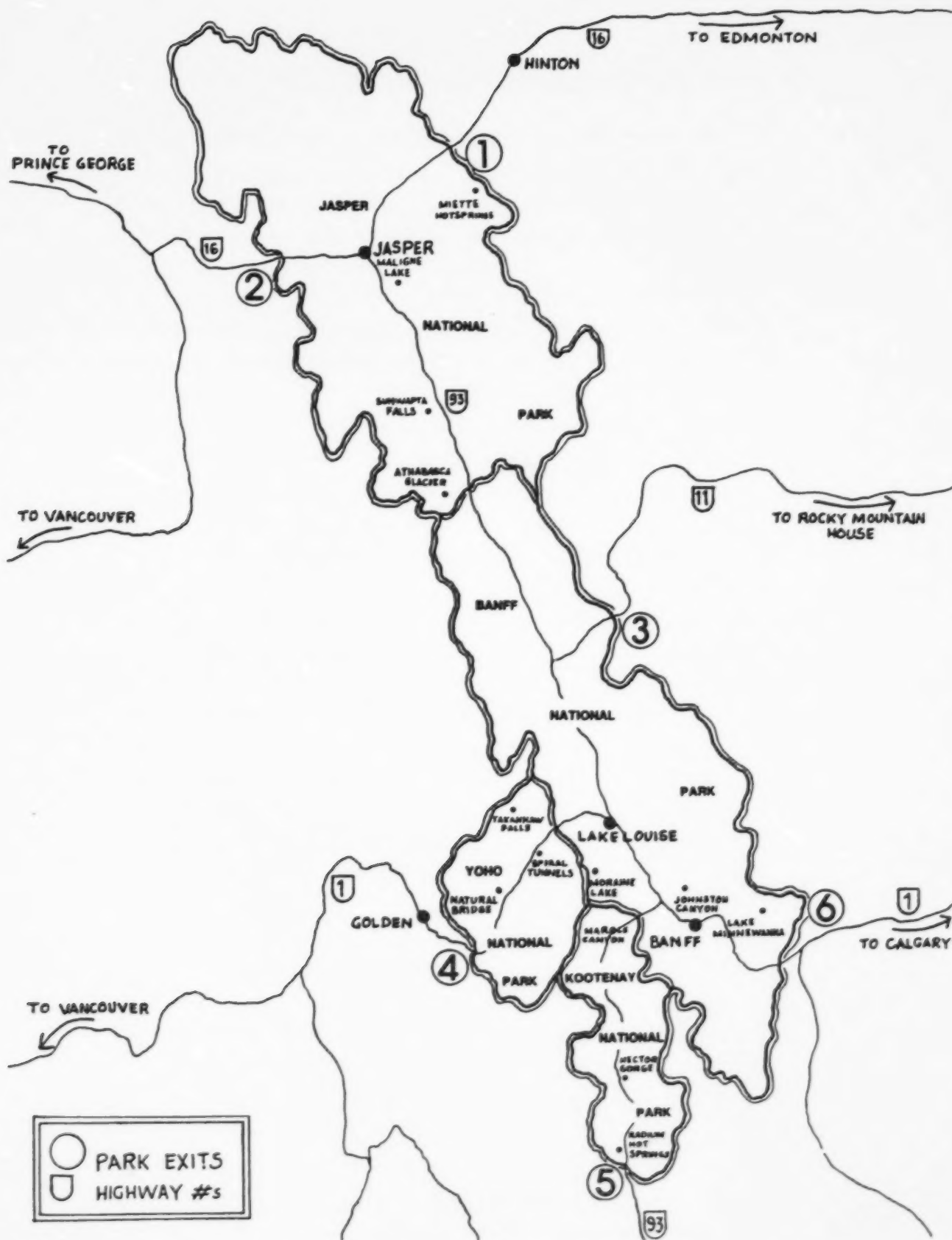
Ruston/Tomany & Associates Ltd. wishes to acknowledge its gratitude to the many organizations and individuals who contributed technical expertise, background data, invaluable experience and moral support to the project team over the course of the National Parks Utilization Study, Stage I; Visitor Use and Profile Survey. It would be impossible to list everyone who contributed to this study, but special thanks are due to:

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STATISTICS CANADA CLASSES OF STATISTICS¹

Coefficient Of Variation

A	0.0	-	0.59%
B	0.6	-	1.0%
C	1.1	-	2.5%
D	2.6	-	5.0%
E	5.1	-	10.0%
F	10.1	-	16.5%

G	16.6	-	25.0%
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Qualified Number:
Use With Extreme
Caution

H	25.1%	-	Or More
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Unpublishable by
Statistics
Canada's
Standards

¹At the 95% level of confidence. See Technical Appendix for a discussion of the calculation of the Coefficient of Variation.